

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



A CHRISTMAS GIFT SUGGESTION FOR YOUR GARDEN LOVING FRIEND



**NEW ROSE, OLYMPIAD**

(MME. RAYMOND GAUJARD)

**TOTTY'S » MADISON, NEW JERSEY**

# THE NEW HYBRID TEA ROSE OLYMPIAD

(Mme. Raymond Gaujard)

One of the late Mr. Pernet-Ducher's seedlings that did not develop its bloom until after this great rosarian passed away in 1929. It was shown in France under the name Mme. Raymond Gaujard, but will now be known as Olympiad, which name has been adopted in connection with the International Olympic games which will be held in California in 1932, the year of the distribution of this grand new variety.

The entire American stock of this variety is controlled mutually by Messrs. Howard & Smith and ourselves, as have been all of Mr. Pernet-Ducher's introductions since 1921.

We believe Olympiad to be the sensational Rose of the decade and the outstanding novelty of 1932. The color is absolutely unique—a lustrous dark oriental scarlet, its depth and warmth accentuated by a bright golden base. This richness is further intensified by a marvelous velvety sheen that renders the flower exceedingly effective, especially in artificial light, with a scarlet glow of flame-like brilliancy. The distinctive beauties of Olympiad, conspicuous though they are, have been found indescribable even by the experts; words cannot convey a true and accurate conception either of its bizarre and exquisite coloring or its superb form. It is the Rose of supreme loveliness and cannot be visualized but must be seen.

The bud is long and pointed, the petals are very broad, and the blossom is magnificent in every stage of development. It is long-stemmed, a splendid keeper, and a peerless cut-flower. The plant is amply furnished with healthy, handsome dark-green foliage, practically immune to disease. Olympiad is equally valuable for planting under glass and as a subject for the rose garden, growing vigorously and blooming freely in either case.

Incidentally Olympiad marks a glorious achievement in the busy life of one of the world's greatest rosarians, Mr. J. Pernet-Ducher of Lyons, France, who passed away in 1929. It admirably memorializes the distinguished hybridist whose career was so successfully devoted to the development and culture of the Queen of Flowers. Through his genius came the introduction of such grand varieties as Souvenir de Claudius Pernet, Souvenir de Georges Pernet and a host of others, all harking back to one of his first introductions—Madame Caroline Testout, sent out in 1890 and which is still a popular garden rose. All these have stood the severe test of time and continue to grace gardens around the globe. To them now is added Olympiad, fittingly crowning the great galaxy.

Dr. J. Horace McFarland, President of the American Rose Society, in a letter under date of July 3, 1931, writes as follows:

"This morning I cut the first bud which can be said to have resulted from the growth of the Olympiad roses planted out at Breeze Hill. Coming from the greenhouses as they did, these plants are not by any means at average blooming strength.

"Yet the bud I am looking at as I write, and which I have carefully compared with the colored transparency made from indoor-grown specimens, carries the vivid and indescribable combination of scarlet, yellow and orange which is the distinguishing mark of this rose.

"Considering that this bud has developed during days of record heat, I feel that at least we may be assured Olympiad will stand hot weather and hold color, as few roses do."

**Splendid Two Year Old Plants, Delivery Spring 1932**

**Price—\$2.00 Each; \$20.00 Per Dozen**

*Lottly's*

MADISON, NEW JERSEY